



# Manager's Guide to Online Marketing

By Jason Weaver

McGraw-Hill Education - Europe. Paperback. Book Condition: new. BRAND NEW, Manager's Guide to Online Marketing, Jason Weaver, This is a comprehensive crash course for mastering today's most important marketing platform. Online marketing has evolved far beyond just websites and banner ads. Your business' credibility now rests on the ability not to just embrace digital platforms but to coordinate a broad spectrum of media in every campaign. Manager's Guide to Online Marketing explains how to do this and more by planning and executing effective cross-channel digital outreach using the latest, most sophisticated tools and strategies. It provides in-depth coverage of essential online marketing tools and techniques, including: content marketing and blogging; social media marketing; web analytics; Search Engine Optimization (SEO); E-mail marketing; and Online Public Relations. Briefcase Books, written specifically for today's busy manager, feature eye-catching icons, checklists, and sidebars to guide managers step-by-step through everyday workplace situations. Look for these innovative design features to help you navigate through each page: clear definitions of key terms and concepts; tactics and strategies for effective online marketing; tips for executing the tactics in the book; practical advice for preventing errors; caution signs to avoid common and uncommon mistakes; examples of successful online marketing...



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